GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:2303
ANSWERED ON:07.08.2000
GSA`S FOR AIR INDIA AND INDIAN AIRLINES .
RAGHUVANSH PRASAD SINGH

Will the Minister of CIVIL AVIATION be pleased to state:

(a) the criteria adopted for the issue of licences of General Sales Agents for Air India and the Indian Airlines;

(b) whether the Government have reviewed the present practice in issuing of such licences; and

(c) if so, the reasons thereof and the effect on the existing licences.

Answer

THE MINISTER OF CIVIL AVIATION (SHRI SHARAD YADAV)

(a), (b) and (c) : Both the Air India and Indian Airlines do not issue licences to General Sales Agents. However. the Airlines adopt the following criteria for issuance of General Sales Agency (GSA):

(i) The GSA should be well establilshed, high profile organisation, professionally managed and extremely aggresive.
(ii) The GSA should be able to take the desired or whatever shape the market dictates.
(iii) the GSA should be owned by persons who would be capable of obtaining all mandatory clearances required by the Airlines for operation in and out of their country.
(iv) The GSA should be capable of arranging suitable publicity.
(v) The GSA concerned should be financially strong and able to provide the requisite facilities.
(vi) The GSA should have experience in travel trade.

The GSA agreement is normally with a validity period and has to be reviewed prior to the renewal. In addition, the GSA is provided with a target to be achieved leading to regular review of the GSA`s performance.